



THE SALES INFORMER

Association of Publishers for Special Sales

**A monthly e-zine dedicated to helping APSS members sell more books
to more buyers, more profitably.**

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Here is your August 2015 issue of *The Sales Informer* ezine. We intend this to help APSS members sell more books to non-bookstore buyers. This newsletter is sent only to paid APSS members. If there were any problems with this delivery, please let me know.

APSS Update from the Executive Director - Brian Jud

Do you want to sell more books with no returns?



Attend the APSS one-day Southern California Book Selling University on September 12

You can become more profitable selling your books in ways that you never imagined and to people you never knew existed — in large, non-returnable quantities. It is sponsored by APSS-Santa Clarita, Bowker, SPAWN, IBPA, LaJolla Writers Conference, Reid Creative Group and BookWorks, and will be held from 8:30 am to 4:00 pm at the Skirball Cultural Center, 2701 N. Sepulveda Blvd. Los Angeles, CA. Find details and registration at <http://tinyurl.com/ppjtxbk>

Learn more, earn more

APSS Tip for Finding Potential Non-Bookstore Buyers

Know your competition. One question likely to be asked by distributors, retailers and corporate buyers is, “How is your information different from competitive titles?” The hidden query is, “Why should I buy your book when I am already selling another one on the same topic?” Be armed with concrete reasons and examples.

A quick search on Amazon.com or visits to local bookstores can give you valuable information. What is in your book that is not in others? What information is missing in yours that is in others, and why did you not address those issues? Be familiar with the titles with which you compete and you will come across more competently.

Top Ten List

By APSS

The days of the hard-charging sales closer are over. Today's corporate buyers are savvy, informed people who know what they want. They search the Internet looking for the providers of those products and call them in for a negotiation to get the best price. Our job as book salespeople is to work with buyers to let them know how to use our books as promotional items – a fact of which they may be unaware. Creativity and flexibility trump high-pressure selling. Here are **Ten Ways in Which the Sales Process Is Changing**.

1. The new environment favors innovative and adaptable consultants who professionally challenge customers with disruptive insights into their business. And offer unexpected solutions
2. Insight selling is flexible due to the many possible paths to a win/win solution; you are creating demand rather than responding to it
3. Begin at the end. Find out what your prospect wants to accomplish and then describe how your book can lead them there in unexpected ways
4. The path to the sale may vary from deal to deal
5. One must not be a “born salesperson” to thrive under these circumstances
6. Today's sales managers should act as coaches, providing guidance and support rather than quotas and direction.
7. Success is judged on long-term outcomes rather than short-term sales. Build more pipelines rather than increasing the velocity through existing pipelines, shifting the emphasis from a focus on unit sales to a focus on increased revenue and profitability
8. Shift the decision-making process from a choice among competitors vying for the lowest price to a choice among the various solutions that you propose
9. Become a partner in the creation and implementation of a recommended path to reach your customers' goals
10. Our job description changes from book salesperson to creative thinker, able to exercise judgment and assume responsibility for long-term business growth

APSS Tip for Negotiating Large-Quantity Orders

A negotiating concept can help you answer the deal/no deal question. If the offer on the table does not meet your criteria, it may be best to move on to the next prospect. Knowing that you have a potential “next deal” makes that decision much easier. That can relieve the pressure you may feel to take a large, but potentially unprofitable offer.

How do you know your alternatives? Before you sit down with your prospects, create a list of potential prospects that could purchase your book in large quantities. The reason you create that list is to provide a back-up plan when any negotiation goes sour. This is called your Best Alternative to a Negotiated Agreement (BATNA)

69 Organizations For Writers & Publishers

By Brian Feinblum



If you are a writer or publisher, consider joining any of the following dozens of organizations that may be great places to network:

1. Association of Publishers for Special Sales: www.bookapss.org
2. National Writers Association: www.NationalWriters.com
3. Association of Jewish Book Publishers:
www.AvotayNU.com/ASPB
4. Association of Writers and Writing Programs:
www.AWPWriter.org
5. Boston Authors Club, Inc.: www.BostonAuthorsClub.org
6. Dog Writer's Association of America: www.DWAA.org

Cat Writers Association: www.catwriters.org

Education Writers Association: www.EWA.org

Florida Writers Association, Inc.: www.FloridaWriters.net

Garden Writers Association: www.GardenWriters.org

International Association of Crime Writers – North America: www.CrimeWriterNA.org

League of Vermont Writers: www.LeagueofVermontwriters.org

Midwest Travel Writers Association: www.MTWA.org

Mystery Writers of America: www.mysterwriters.org

National Association of Science Writers: www.NASW.org

National Association of Women Writers: www.NAWW.org

North Carolina Writer's Network: www.NCwriters.org

Palm Springs Writers Guild: www.palmspringswritersguild.org

Poets & Writers, Inc.: www.PW.org

Publishers Association of the West: www.pubwest.org

Romance Writers of America: www.RWAnational.org

Science Fiction & Fantasy Writers of America: www.SFWA.org

Short Mystery Fiction Society: www.shortmystery.net

Society of American Travel Writers: www.satw.org

The Florida Publishing Association: www.FLbookpub.org

International Women's Writing Guild: www.iwwg.com

The Society of Midland Authors: www.midlandauthors.com

The Society of Southwestern Authors: www.SSA-az.org

Western Writers of America: www.westernwriters.org

Willamette Writers: www.willamettewriters.com

Women Who Write: www.womenhowrite.org

Writers' League of Texas: www.writersleague.org

Arizona Book Publishing Association: www.azbookpub.com

Author U of Denver, Co.: www.authoru.org

Bay Area Independent Publishers Association: www.baipa.org

Book Publishers Northwest: www.bpnw.org

Colorado Independent Publishers Association: www.cipabooks.com

Connecticut Authors & Publishers Association: www.aboutcapa.com

Great Lakes Independent Publishers Association: www.glipa@tm.net

Hawaii Book Publishers Association: www.hawaiibooks.org

Independent Publishers of New England: www.ipne.org

MidAtlantic Book Publishers Association: www.midatlanticbookpublishers.com

Midwest Independent Publishers Association: www.mipa.org
Minnesota Book Publishers Roundtable: www.publishersroundtable.org
New Mexico Book Association: www.nmbook.org
Northern California Publishers and Authors Association: www.norcalpa.org
Northwest Association of Book Publishers: www.nwabp.org
Organization of Book Publishers of Ontario: www.ontariobooks.ca
Publishers and Writers of San Diego: www.publisherswriters.org
Publishers Association of Los Angeles: www.pa-la.org
Small Publishers, Artists and Writers Network: www.spawn.org
St. Louis Publishers Association: www.stlouispublishers.org
Upper Peninsula Publishers and Authors Association: www.uppaa.org
BIG Making Information Pay: www.bisg.org/mip
Book Expo America: www.bookexpoamerica.com
Digital Book World: www.digitalbookworld.com
IBPA Publishing University: www.ibpapublishinguniveristy.com
Association of American Publishers: www.publishers.org
Association of American University Presses: www.AAUPnet.org
Association of Directory Publishers Connection: www.adp.org
Association of Writers & Writing Programs: www.AWPwriter.org
Children's Book Week: www.bookweekonline.com
Football Writers Association of America: www.sportswriter.net/FWAA
Independent & Small Press Book Fair: www.NYCIP.org
Miami Book Fair International: www.MiamiBookfair.com
Southern California Writer's Conference: www.writersconference.com
Texas Book Festival: www.texasbookfestival.org
Virginia Festival of the Book: www.VirginiaFoundation.org/vabookfest
Winter Conference on Writing & Illustrating for Children: www.SCBWI.org

Brian Feinblum's views, opinions, and ideas expressed in this blog are his alone and not that of his employer, the nation's largest book promoter. You can follow him on Twitter @theprexpert and email him at brianfeinblum@gmail.com. He feels more important when discussed in the third-person.

APSS Tip for Making Persuasive Sales Presentations

The non-traditional sales process is different from trade marketing. Each sale is unique because each buyer has a unique set of buying criteria. Your initial research gave you the information to create your proposal for this particular prospect. Now, your presentation addresses the "people perspective." People do not buy just because the numbers look good. They buy because you have translated the numbers into a way for them to reach their objectives. Your presentation adds an emotional element to the numbers that sway your prospects to a favorable decision.

APSS Partner Spotlight -- Northern California Publishers & Authors



Member Benefits

- Discounted introductory membership for unpublished members — only \$25 for the first year!
- Our informative bimonthly newsletter
- Monthly meetings where you can meet and commiserate with other publishers and authors
- Access to the ad-free, members-only e-mail discussion list for member networking
- Private online area for building our institutional memory and connecting with other members
- Access to publishing professionals — editors, designers, indexers, book shepherds — people who can help you over the rough spots
- Discounted admission to our annual awards program and publishing conference
- Private directory, formatted for print, with members' contact information
- Your books and website promoted on the NCPA site
- Backlinks from our public, online directory to your website help raise your ranking in search engines
- Annual scholarship, in association with IBPA, for one member to attend the Publishing University
- Links to a wealth of publishing resources (suggest links)
- Discounted membership in national publisher associations
- 10% discount on writing courses with UC Davis Extension
- The use of the NCPA logo for your website
- 33% discount on your first year's membership to APSS – The Association of Publishers for Special Sales

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10 Reasons For Blogging That No One Ever Thinks About

By Becky Blanton

Creative Director and Editor of VA Business Magazine

Blogging isn't just about making money and attracting customers and building a database of potential people who will buy whatever it is you're selling. Blogging is a much more powerful tool than that!!

Donna Leyens recently posted a question about whether or not people should blog. She asked some good questions and made some great comments. She got me thinking. After I responded in the comments section of the post I decided to expand my thoughts on why people SHOULD blog.

(1) Even if you suck at writing, blogging makes you real. If you really suck at it, have someone who doesn't suck at writing (like an editor or ghostwriter) clean up your stuff. The thing about blogging is, it provides you with a web presence. It's kind of like showing up for work every day. People get to know you, even the imperfect, can't spell you. And, when it's time to hire you, they know (1) you're dependable because you show up and post regularly, even when it's not exciting.

(2) If you're an expert in anything, like refurbishing antiques, fixing train engines or designing wood jigs for carpenters, people won't really care if you aren't a brilliant writer as long as you get the information across—either in a video, sketches or short sentences. The fact is, your blog demonstrates your knowledge of whatever it is you're blogging about. Even if 100,000 other people are blogging about the same thing your fans follow you because there's something you offer that other people don't. If this concept is baffling to you, then read Seth Godin's book, "Purple Cow."

There are hundreds of baseball players who all play baseball, but fans have their favorites. Everyone is throwing, catching and hitting, but something about the individual players makes us cheer for them. The same thing happens when you and 100,000 other people are blogging about the same thing. Something you do, maybe it's the photos you post, or the way your personality shines through that makes you stand out. Whatever. Don't let feeling like there's competition scare you away from blogging!

(3) A blog says more about you than just what you know. It tells the world whether you're an optimist or a pessimist. It tells the world whether you gripe about more people than praise them. A blog can tell readers whether you're compassionate, all business, influenced by those around you and whether you're up-to-date and aware of what's happening in your industry. Seth Godin's blogs, for instance, reflect the fact that Seth is an encourager of entrepreneurs, a writer and largely someone who spends a lot of time thinking about what is happening around him and how those things can be considered in ways that change things for the better. Seth isn't for people who want step-by-step, nuts and bolts how-to, but he does a great job of inspiring and of making people rethink the trite and tired.

I have another friend who can't string five words together. It's painful to read his single parenting blog, but I do because his passion and authenticity show through. His love for his topic salvages his butchering of the English language. It tells me he thinks his message is more important than his fears of looking inept and incompetent. He's slowly getting better, but I walk away knowing he's deeply committed to his faith and his message more than how others grade his grammar.

(4) Blogs will always reveal your passions, your personality and your interests, which will attract readers and fans who share those passions. And, after all, that's what we want more of right? People who like, accept and want to hear more from us!

(5) Even if no one reads a word you've written, blogs will instill skill sets like consistency, dedication and discipline. Even if you loathe writing a post a day, or only a couple of posts a week, having a blog will force you to get on a schedule and change the way you think, work and interact with people.

(6) Blogs will force you to THINK about your message and what you want to say to potential clients, or to followers. Having a blog forces you to examine what you do, what you believe and how you express yourself. When you realize that your content is impacting even one life in some way, it can be exciting. I read Penelope Trunk's blog and am constantly amazed at what she shares and how her fans respond so passionately to the details of her life. No matter what you're writing about, there will be people who find it worth reading.

(7) Blogs ensure you have a web presence, credibility and a platform on the off chance you decide to write a book, hire people, or change the world. When people invite me to connect with them on LinkedIn or any social media site I look for their blog before accepting their request. If they have nothing to say to the world, why would I think they have anything worth saying to me? Also, scammers are so good at faking people's identities that going to a long-standing blog is just another way I can reassure myself I'm not granting some Nigerian phisher access to my contact info. If you have no web presence or web footprint, do you exist? Not in some worlds.

(8) Blogs are an alpha male, alpha female tool – they tell the world you believe in yourself and that you value your own opinion and insights. Your blog says, "I have input and insights I think are worth noticing." Blogs tell the world you believe yourself to be a leader, influencer and contributor to your community, company, friends and industry.

(9) Blogs connect us. I can't count the number of people, authors, journalists, film students, students in general and non-profits and causes who saw my TED Global talk, and then found my blog. Not only did they find and read my blog, they hired me to write for them. They invited me to speak at their function, and they became my friends, or colleagues. None of that would have happened if they didn't realize what I do (ghostwrite) because of my blog.

(10) Finally, blogs give you fodder for book material, speeches, talks and life. Blogs act and spawn the kind of insight and self-growth that a personal journal or diary does. Blogs allow you to look back over your year, your life and your thoughts and change what you don't like about yourself, or pat yourself on the back for what you do like about yourself.

Should everyone blog? I think so. Blogging isn't just about monetizing your thoughts. It's about becoming a better person, a more accessible and approachable person, a better businessman or woman, and a better writer. I promise you, when you write every day your writing skills improve tremendously!

Can everyone blog? No. Blogging is what sets leaders, thinkers, innovators and creatives apart from followers and whiners. Only the brave blog. Personally, I think everyone who wants to make a difference in their lives, their business or their awareness of their loves should blog.

Humanize The Way You Generate Revenue

By Guy Achtzehn



Some publishers price their books the same as competitive titles. That is generally not only wrong, but potentially destructive. Pricing should not be used to extract maximum profit from each transaction. That antagonizes customers, fails to create new value, reduces sales and minimizes profits. Here are several points to consider when pricing your books.

Do not price your book to cover your costs. Consumers do not care what your costs are. They are concerned with how much they have to spend to purchase your book. If your high costs demand a price higher than alternatives, you won't sell as many books. Instead, lower your costs. Create value (and profits) through promotion, author branding, distribution (upscale gift shop vs. bookstore) and content that is different from and better than competitive titles.

Focus on relationships, not on transactions. Use pricing strategy to demonstrate the benefits consumers get from the information in your book.

Use non-price incentives to stimulate sales. Offer free shipping, a money-back guarantee, autographed books or a free pocket guide to accompany your book.

Bundle. Combine your book with a CD, plush toy or other item that when sold as a package costs less than each item purchased individually..

Apply discounts. Consider *cash discounts* to reward buyers who pay their bills promptly (2/10, net 30) quantity discounts to non-retail buyers who purchase in large volumes.

Use seasonal pricing. Offer a discount for purchases made during the winter months for a book about sailing techniques, or a reduced price *for this day only*.

Other pricing strategies. *Discriminatory pricing* is exemplified by customer-segment pricing. *Product-form pricing* (hard vs. softcover, library edition) and *location* (geographical) *pricing* are also valid approaches.

Communicate value. Consumers can compare prices with your competitors immediately on bookstore shelves or online. Use your promotion to inform consumers that your content is worth the incremental difference in price.

Contact Guy Achtzehn at The Promotional Bookstore, guy@msgpromo.com or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items

Retail vs. Non-Retail Pricing

By Brian Jud



Pricing your book properly may be the most important marketing decision you will make as a publisher. The price you choose will determine your sales, revenue, profits and opportunities for long-term growth. However, there is a big difference between pricing for sales through retail stores (including bookstores) and to non-retail buyers. You can improve your business significantly if you price your book correctly for retail or business-to-business (B2B) sales.

Most publishers price their books for sale through retail stores, particularly bookstores (brick and clicks). They consider their costs (production, distribution, shipping, operations) and the desired profit, and then set the price. This is placed on the rear cover and included in all metadata. It tells consumers how much the publisher values the content, and it sets the point from which distribution discounts are calculated.

The second consideration is the price at which it is sold to buyers in the non-retail, B2B segment. This includes buyers in corporations, schools, government agencies and associations. These people are less concerned with the list price than they are about the unit price they will pay for a large, non-returnable purchase.

Retail pricing

Bookstores and other retailers sell products off the shelf (or computer) to people browsing the available selection for the one that best meets their needs and budget. The challenge with retail pricing is that the price of your book is readily compared to competitive titles nearby on the shelves (or on the computer screen). If your price is too low, people may perceive your book as not capable of providing the value they need. If it is too high it may be perceived as not worth the money you are

asking for it, especially if there are similar competitive books from which to choose.

Given these circumstances, many publishers price their book the same as competitors. This is dangerous since they may be print their books in large quantities, yielding a lower cost. If you print fewer books with a higher cost and sell them at the same price, your profit could be reduced or eliminated. And this strategy does not differentiate your book or give adequate value to your content. Your book becomes a commodity product.

Let's look at retail pricing from a different perspective to see the impact of pricing strategy on sales, revenue and profits. The difference among these measures is demonstrated in Figure 1. Some publishers price their book at the lowest possible figure with the objective of maximizing unit sales (shown in left-hand column). The price of \$9.95 forecasts the most sales (2250 units). But unit sales alone will not determine how much money you could take in.

Perhaps your goal is to maximize revenue. In this case you would price your book at \$18.95. Even though you will sell fewer books (1800), your net revenue will be higher (after deducting distribution fees and direct costs).

Figure 1

Title 1 Forecast	Unit Price	Gross Revenue	Gross Income	Direct Cost	Net Revenue	Probability	Most Like Profit
1800	\$ 18.95	34110	11939	8000	3939	10%	\$394
1850	\$ 17.95	33208	11623	8000	3623	20%	\$725
1900	\$ 16.95	32205	11272	8000	3272	30%	\$982
1950	\$ 15.95	31103	10886	8000	2886	40%	\$1,154
2000	\$ 14.95	29900	10465	8000	2465	50%	\$1,233
2050	\$ 13.95	28598	10009	8000	2009	60%	\$1,205
2100	\$ 12.95	27195	9518	8000	1518	70%	\$1,063
2150	\$ 11.95	25693	8992	8000	992	80%	\$794
2200	\$ 10.95	24090	8432	8000	432	90%	\$388
2250	\$ 9.95	22388	7836	8000	-164	100%	-\$164

If your objective is to maximize profits, then another factor enters the equation: the possibility of selling more books decreases as the price increases, given a competitive marketplace. The solution is to assign a probability factor – the likelihood of making the sale at any given price.

Let's assume that if you set your price at \$9.95 the probability of meeting your forecast is 100%. And it decreases to 10% at the highest price (all figures in the "Probability" column in Figure 1 are not calculated, but only shown as examples). The price at which you will realize the highest profit in this example is \$14.95.

Pricing for non-retail sales

Not all book sales are made through retail stores. In fact, there is an enormous opportunity for selling your books to business-to-business (B2B) buyers. They purchase products (including books) to use as promotional items (such as a premium or gift with purchase). You are not only competing against other books, but other products being considered for the same use. These could be a thermos, a quality pen, or a coffee mug. Your pricing is evaluated as it compares to these other products.

There are important differences when pricing your book for B2B sales. Since most publishers are familiar with retail pricing, they apply the retail, "top-down" pricing strategy when selling to B2B buyers. In non-retail sales, the price at which you sell your book may or may not have anything to do

with the price printed on your book. That does not mean that the price is irrelevant—it simply has a different function. If you price it properly, the B2B segment can be a profitable source of large quantity, non-returnable sales.

Pricing from the buyer's perspective

B2B pricing strategy starts at a different place than in retail strategy. The price of your book is not compared to other books, but to other choices of promotional items. Instead of pricing a potential order from the top down (discounting off the retail price), start with the unit cost to customize and print your book in various quantities, and then go up.

The amount you add to your cost is negotiated separately with every buyer and for each potential order. An important factor is that B2B buyers do not purchase book through a distribution channel, but directly from the publisher. Without the distribution fees you can negotiate a lower selling price significantly without sacrificing profits. Figure 2 shows an example of pricing a B2B sale at different quantities to demonstrate this strategy.

Figure 2

Quantity	Cost	Mark-up	Final Price	Your Gross	Your Net
100	\$5.00	\$2.00	\$7.00	\$ 700	\$ 200
500	\$4.00	\$1.50	\$5.50	\$ 2,750	\$ 750
1000	\$2.50	\$1.00	\$3.50	\$ 3,500	\$ 1,000
5000	\$2.00	\$.75	\$2.75	\$13,750	\$ 3,750
10000	\$1.75	\$.50	\$2.25	\$22,500	\$ 5,000

How would this apply in a sales situation? Let's say your prospects want to stimulate booth traffic at trade shows by giving away an item to people walking past their exhibit. The two products under consideration are your book and imprinted coffee mugs. They expect to purchase 5000 of the selected item. The cost of coffee mugs ranges from \$2.50 to \$3.00. Your B2B pricing strategy makes you competitive with the coffee mugs. You now have a good chance of selling 5000 books. In comparison, if you applied retail pricing strategy and discounted your \$14.95 book by 60%, your selling price would be \$5.98 and you would have no chance for the order.

These alternatives demonstrate that pricing is more complex than simply mimicking your competition. The answer to your pricing dilemma lies in your ability and willingness to apply strategic thinking to achieve your marketing objectives. It is not an either/or decision. Simply choose the option that best suits your strategy when marketing your book through retail stores or to business-to-business buyers.

Brian Jud is the Executive Director of APSS and the author of How to Make Real Money Selling Books. company offers commission-based sales of books to buyers in non-bookstore markets. For more information contact Brian at P. O. Box 715, Avon, CT 06001-0715; (860) 675-1344; Fax (860) 673-7650; brianjud@bookmarketing.com or www.premiumbookcompany.com @bookmarketing on Twitter

What's The Big Idea?

Editorial by Brian Jud



Finding A Potential New Book Topic

By Jeff Davidson, MBA, CMC



I had the good fortune of knowing the head librarian of the U.S. Small Business Administration in Washington D.C. Years ago, she gave me a list of the 15 topics most requested by callers and visitors to the library in a three-year period. One of the topics among the 15 was of strong interest to me and I was able to develop a book and subsequent speech.

Similarly, reference librarians at your municipal library, college libraries, and even corporate libraries often maintain lists of frequently requested topics. Such lists represent built-in research because they show a fair number of people seeking information on a topic, who don't seem to be getting their needs readily fulfilled.

2. Tap the industry influentials. Richard A. Connor, my co-author for *Marketing Your Consulting and Professional Services* says, "Those who serve, influence, and regulate members of a selected niche are able to identify hot industry topics and those destined to become hot." By meeting such industry influentials and establishing relationships with them, you can find today's hot buttons: key issues affecting your targeted industry. Such issues are the keys to good speaking topics. There are several ways to meet and speak with industry influentials:

- * Call them directly and identify a topic of particular interest to them. Later in the conversation, you may bridge to your interests.

- * Attend meetings; conventions; trade shows; and civic, charitable, and social functions where industry influentials will be present.

- * Arrange to meet them at lunch using a mutual third party. This form of leveraging your existing

relationships can easily double, or even triple, the number of industry influentials you personally contact and heighten the understanding you gain of emerging issues.

* In the months and years that follow, take the necessary time to maintain your relationships with industry influentials by calling them and sending them notes.

3. Read USA Today, The New York Times, The Wall Street Journal, Science, The New England Journal of Medicine, and other trend-identifying publications. If you can get out in front of the rest of the pack on a particular emerging topic, you may be able to carve out a niche for yourself for many years.

4. What can be expanded among the subtopics within topics you're already presenting? When I give my presentation on Breathing Space, I have a component on creative procrastination techniques. It occurred to me that with a little time and effort, I could expand the five to eight minutes I had on creative procrastination into a full one-hour program. Now, whenever I'm booked to speak at a major convention for a keynote, I also suggest to the meeting planner that my presentation on Creative Procrastination would make a wonderful breakout session. Often, I get booked for this session, too.

5. Reread your interviews. Have you ever been interviewed by newspaper reporters? They tend to ask questions that lead in different directions than expected. In some instances, particularly when the conversation gets very lively, the beginnings of another topic lie within. For example, I was interviewed by USA Today on the topic of how people can have more breathing space in their lives. During our interview, the reporter asked me about an issue I hadn't considered as a speaking topic. This issue made for a good breakout session, and I have since added it to my repertoire.

6. What do you naturally find intriguing? I saw a television show years ago that discussed how an increasing number of people who commit crimes are being portrayed by their lawyers as victims themselves. It seemed as though we were going through a phase in which many people were unwilling to accept responsibility for their actions and ready to point to someone else – be it their boss, their parents, or some agitator – who supposedly caused them to do what they did. It occurred to me that an author could readily grab the lead in producing a wonderful book. Obviously, some additional exploration and data-gathering was necessary; nevertheless, there was a strong theme there.

Think back to the last time you saw a provocative television show, listened to a captivating radio program, or read something in a book or magazine that intrigued you. Many years ago, Jessica Mitford had a successful lecture on the funeral industry in America and how people approach their deaths, the deaths of loved ones, and the whole prospect of choosing a final resting place. You may have heard of her book, *An American Way of Death*. Mitford was not initially an expert in this field, yet she carved out a niche for herself because the topic intrigued her.

7. What's missing? When you look at business practices, educational institutions, governments, or human interaction in general, keep a keen eye out for what's missing. Often, great book topics develop because someone was astute enough to conclude that, say, business executives were sufficiently deficient in some skill area or leadership technique so that a book could be written to fill the gap.

Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit www.BreathingSpace.com for more information.

Tips for Tips Booklets

Paulette Ensign



Do you feel like you've spent all your enthusiasm on the audience you've been serving with your bite size brilliance? Maybe you think you've said everything you've got to say or that it's all been said before by you or by your colleagues or by people you don't even know. Now what?

Your enthusiasm matters more than a lot of other prompts in what you are doing. It's crucial to have a driving force of some kind woven into what you share and how

you share it. No matter how big a market you've identified and how easy it is to access them, if they are not people you really truly want to serve, the rest is moot.

When you are excited, it doesn't matter who else is saying what. Your perspective, your experience, your zeal and passion set you apart from the crowd. Plus the crowd you have been reaching is one tiny speck on the face of the planet, even if you have followers that reach into the hundreds of thousands of people.

So what's the magic here? It can be a small tweak, a tiny turn, a minor modification that makes all the difference in the world - in a world that is huge, that no one person can possibly access on their own in one lifetime.

Imagine this - you have information that is easily suited for elementary school teachers. Many manufacturers, retailers, educational institutions, and even religious organizations and other endless points of access can and do reach those educators. However, you are not an elementary teacher by profession, and have no first-hand experience of being one to anyone other than your four-legged children. While your content is great and the audience is huge, you are lukewarm about reaching out to that market of elementary teachers.

Everything that you wrote for the self-care of elementary school educators is completely valid and applicable for other professional people outside the educational field - of either gender, single or couple of any age, parent or not, teacher or not. And you have spent most of your adult life being a professional person, so you do have personal experience that lets you understand that from the inside out.

All of a sudden, by replacing one word in the title and maybe three sentences that referenced students within the booklet, the information you wrote, the products and services you developed take on a whole new life. Everything for elementary teachers now becomes focused on reaching and supporting professional people and the companies and groups who also want to reach them.

You may be going to the same large-quantity prospects as you identified before, entering through a different division of their business or with a modified message. Instead of approaching a "big box" office supply store to offer something unique to attract teachers to see the new classroom supplies for the coming year, the conversation could be on attracting busy professionals to test new productivity tools that help them accomplish more with less time and enjoy a greater sense of accomplishment, offering your product as a gift for coming into the store at certain times or making a purchase of certain (or any) products.

ACTION - Notice who you are drawn to based on your life experiences and overall interests. It is like that your bite size brilliance is already connected to those people in some way. Even if you are in the general industry or profession that appeals to you, you could increase your enthusiasm and your result with a small shift to a specialty within that field.

Paulette Ensign is founder and Chief Visionary at Tips Products International. Since 1991 Paulette has personally sold well over a million copies (so far!) of her one and only tips booklet in multiple languages and formats, without spending one cent on advertising. Contact her at Paulette@tipsbooklets.com

10 Basic Steps To Setting-Up Your Blog

Joseph C. Kunz, Jr.



It is absolutely essential that you get your blog up and running as quickly as possible. As soon as you realize what specific topic, or niche, that you want to write about - start writing. This will help you build up a body of work that shows the world that you are an expert in your niche. If you already have expertise in a particular topic, and already have a body of work that you have already written, you will need to break that work down into a format that is blog friendly. Here are ten of the essential basic steps that you must follow in order to set-up your blog and quickly get it running.

1. Open A Free WordPress.org Blog

Do not waste your time on any of the other blogging websites. This one is by far considered the best and most user friendly that is available. It is very simple to use, and has many free add-ons available. Most bloggers use this site, so there is plenty of help and advice available on the internet. WordPress.org is self-hosted. WordPress.com is hosted (this means that your url will have the WordPress name attached to your URL).

2. Write Your Profile And Add A Face Photograph

You must put a lot of thought into creating your profile. Use your LinkedIn profile to help you write this. Give some specific information about yourself, but do not exaggerate. Do not oversell yourself by being boastful or arrogant. Write several sentences giving the essential, but relevant, information that a reader might need to determine that you have the relevant experience to be writing about your blog's topic. Include a nice photograph of your face.

3. Write Your Blog Posts

Your blog posts can be written about anything that you want to write about. Some post will be like a formal essay. Some will be a two sentence quick tip. But always remember, that each post must support your niche. Any information that you post on your blog must benefit your readers – your followers.

4. Keep Your Posts Short

If you are going to write a longer post, you should make it at least 400 words, but not more than 1,000 words. Each one should be about one specific topic. If your article is longer than this, you should try to break it down into two posts. EzineArticles has written some great free ebooks about this that you should read before writing your first blog posting.

5. Add One Image To Each Post

Add a small image to each post to keep them visually appealing. This image will also be used when another blog, or blog listing service, displays your article. The image's topic doesn't necessarily need to be directly related to the post's topic. But it should probably be visually attractive, or eye-catching.

6. Use Bullet Points

It is essential that you keep all of your posts easy to follow, and easy to read. No matter how serious a topic is, you must take the reader by the hand, and guide them through your article. Not only is this common courtesy, but essential if you expect your readers to continue to read your postings. By having a blog you are putting yourself out into the world, and telling people that you want to share information with them, and hopefully help them. Show them how much you care about them by truly helping them understand what you are writing about.

7. Add Key Words and Bold Text To Each Important Heading And Sub-Heading

This will help the search engines know what is important in your article. When a search engine crawls your site, it will give a higher priority to the headings and bolded text of each section of your article. This is very easy to do when you use WordPress. It will simply be a matter of highlighting each paragraph's header text, and then clicking on the header button and bold button.

8. Add Google AdSense Advertisements

This is very easy to do, and an easy way to make a few extra bucks from your blog. Don't expect to make much money from this. It is simply a hands-off way to help off-set any expenses that are involved in maintaining your blog.

9. Promote Your Blog

You must always be open to finding new ways to promote your blog. This can be as simple as listing your blog with a "blog listing service". Or using your "Amazon Author Page" as a way to connect with your readers. So far I have found twenty-five legitimate places to promote my blog. And this does not include the websites where I have added comments (only do this on websites and blogs that allow a link back to your blog).

10. Improve Your Blog

This is a never-ending process. You must constantly strive to make your blog look and sound like you know what you are talking about. This also includes making any corrections to your past postings. Your readers will be scrutinizing every word that you write. Be quick to admit that you made a mistake about something that you wrote about, tell them why you made that mistake, and fix it right away. The readers want to trust you, and learn from you. Make sure that you give them plenty of reasons to do this.

Conclusion

I am still amazed at the number of my business associates and clients that are still avoiding blogging as a way to promote their business. None of the steps to setting-up a blog are difficult or costly. There is a learning curve to it. And it will take several months to fully learn all aspects of blogging and how to do it successfully. But the benefits that you and your business will gain can be enormous. Good luck.

Joseph C. Kunz, Jr. is the author of: *Sell Sheets: Learn how to create and use this powerful marketing tool to increase your book sale*

News From APSS Partner Organizations

Attend the APSS one-day Southern California Book Selling University on September 12

You can become more profitable selling your books in ways that you never imagined and to people you never knew existed — in large, non-returnable quantities. It is sponsored by Bowker and BookWorks, and will be held from 8:30 am to 4:00 pm at the Skirball Cultural Center, 2701 N. Sepulveda Blvd. Los Angeles, CA. Find details and registration at <http://tinyurl.com/ppjtxbk>

Upcoming Marketing Events

Why It's Easier Than Ever to Get an Agent: 8 Steps to Landing the Agent You Need Fast

By Michael Larsen

Now is the best time ever to be a writer or self-publisher. Your books will be published. The only questions are when and how it will happen. Based on Mike's book, *How to Get a Literary Agent*, this webinar will show you how to get the agent and publisher you want fast. Mike will also tell you about "10 Commandments That Guarantee Your Success." If you register, you will receive 40 pages of handouts. You can also call or write Mike with questions after the webinar.

Sep 10, 6:00 pm Eastern

Register: <http://tinyurl.com/q5sqlpe>

Create and Manage Your Own Website/Blog with Word Press

Dan Uitti will guide you to self-manage your own website using "Word Press". Hire an expert to get you started with a working framework; then learn to TYPE, upload photos and place them strategically within the text. Attract attention to your impatient visitors, who seem to use an 8-second timer to learn all about you before moving on. Add a PDF file of your form or special announcement flyer when you must. Decide for yourself if you wish to get email requests from your readers at the risk of getting lots of annoying SPAM. Use it as a platform for your BLOG, Calendar of events and links to your Social media accounts (Facebook, LinkedIn, Pinterest, Twitter, Instagram and others).

September 24, 6:00 pm Eastern

Register: <http://tinyurl.com/pyyk6l7>